1. An active matrix LCD having column electrodes for display signals and row electrodes for scanning, the row electrodes being orthogonal to the column electrodes, a column driver to sequentially supply display signals to the column electrodes, a row driver to sequentially supply row select pulses to the row electrodes, and pixels arranged in a matrix at intersections of the column and row electrodes, respectively, the column driver sequentially supplying, in each horizontal scan period, display signals to the column electrodes so that the display signals are written in a row of the pixels the row driver has selected for the horizontal scan period, the active matrix LCD comprising:

a controller configured to optionally set the ratio of a display signal period to a reset period, the display and reset periods being defined in each vertical scan period, the display signal period being a period to write and hold display signals in those of the pixels contained in a selected row, the reset period being a period to write and hold a reset voltage in the pixels in the selected row.

2. The active matrix LCD of claim 1, wherein the controller comprises:

a level setter configured to partly or wholly set a horizontal blanking period of the horizontal scan period as a period to provide the reset voltage;

an output unit configured to turn on all switches of the column driver in the reset period during which display signals have no image information, and in cooperation with the level setter, supply the reset voltage to all of the column electrodes; and

a row selector configured to sequentially provide, in cooperation with the row driver, row select pulses to select

the row electrodes one after another for each horizontal scan period including a first period during which the row driver provides the column electrodes with the display signals having image information and a second period during which the output

5   unit provides the column electrodes with the reset voltage such that an absolute value of voltage accumulated in each pixel due to the display signal is below a predetermined value in each vertical scan period.